

Branding Guidelines for EDGE Auditors

EDGE Auditors who have taken training, passed the exam, and become licensed professionals are encouraged to promote their new credential on their resumes, business cards, websites, and throughout their LinkedIn profiles. Please note that there is no need to indicate your status as “Interim” during your first year as an EDGE Auditor.

I. BUSINESS CARDS

Following is an example of how a business card might appear with the title indicated (those who are practicing as both EDGE Auditors and EDGE Experts can also add the title of EDGE Expert if they wish):



For those who are already LEED APs or have another professional affiliation, a combination title is suggested:



It is also possible to use the EDGE logo in combination with your company’s logo:



II. EMAIL SIGNATURES

Email signatures can be treated in the same way, where you may include a reference to your new credential and the EDGE logo, which can link to the EDGE website at www.edgebuildings.com:

Carlos Hernandez Alvarez

Structural Engineer and EDGE Auditor



Alvarez & Sons
Consulting

T: +52 55 1212 1212

M: +52 55 1234 1234

www.alvarezconsulting.com.mx



III. LINKEDIN PROFILE

In addition to including your accreditation in your title on your LinkedIn profile, you may wish to add “EDGE Auditor” as a skill under Skills & Endorsements:

Skills & Endorsements + Add skill ↕

Skills and Endorsements Settings

I want to be endorsed Yes No

- Include me in endorsement suggestions to my connections
- Show me suggestions to endorse my connections
- Send me notifications via email when my connections endorse me

Add & Remove | Manage Endorsements

EDGE Auditor Add

You can still add: 25

You can also “add a section to your profile” and choose Certifications, completing the form as follows (be sure to indicate the Company Name as EDGE_Buildings in order for the EDGE logo to appear when saved):

Certifications

Certification Name
EDGE Auditor

Certification Authority
EDGE_Buildings

License Number

Certification URL

Dates
January 2017 – Present

This certificate does not expire

Save Cancel

Add certificate

You can even add your new accreditation as a position under the Experience section. Indicate the Company Name as EDGE_Buildings in order for the EDGE logo to appear when saved:

Experience + Add position ↑

Company Name *
EDGE_Buildings

Title *
EDGE Auditor

Location
Mexico

Time Period *
January 2017 – Present
 I currently work here

Headline
 Update my headline to:

Headline
EDGE Auditor at EDGE_Buildings

Description
Provider of independent, third-party auditing services for EDGE certification at the design and construction stages, including site audits.

[See examples](#)

Following is how your new experience will appear when saved:

Experience

EDGE Auditor

EDGE Buildings



January 2017 – Present (1 month) | Mexico

Provider of independent, third-party auditing services for EDGE certification at the design and construction stages, including site audits.

Add Media:

IV. WEBSITE

To encourage awareness that your firm provides services related to EDGE, you can add content to your website and a link to www.edgebuildings.com. Here is an example of how you might articulate auditing services:

EDGE Auditing Services Now Offered



Alvarez and Sons is proud to provide complete auditing services for clients who wish to bring their projects forward for EDGE green building certification. Services include document checks and site audits by licensed professionals on our in-house team for both residential and commercial buildings. EDGE is an innovation of IFC, a member of the World Bank Group.

V. CONTACT

Questions about how to promote your new credential? Email edge@ifc.org.